A Synopsis on

"A Study of Consumers' Attitude towards Online Shopping with special reference to Nanded District"

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"A STUDY OF CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO NANDED CITY"

INTRODUCTION:

E-Commerce (electronic commerce or EC) is the buying and selling of goods and services on the internet, especially the World Wide Web. The E-business and E-commerce were the two most significant development of information technology during 1990s. There has been a valuable increase in the number of consumers who purchase over the Internet, as well as an increase in sales worldwide conducted via E-commerce. Innovations of information technology and E-commerce relationships have resulted in tremendous changes in market competition among various industries. E-commerce offers many online marketing opportunities to companies worldwide and along with high rapid growth of online shopping; it has attracted retailers to sell products and services through online channel to expand their market. Benefits of E-commerce have been grown very fast because of many advantages associated with buying on internet as the lower transaction and search cost of products as compared to other types of shopping.

Online shopping is a form of E-commerce whereby customers directly purchase goods or services from a seller over the internet. Online shopping is no doubt the future trend. Online shopping is still at the early stage of development in India. Online shopping has become a popular and easy way for customers to purchase products at lower cost. Online shopping is done through an online shop or electronic-shop or electronic-store or Internet shop or online store etc. All the products in online stores are described through mail, text, with photos and with multimedia files etc. Many online shops will provide their links for extra information about the products& services. Online shopping is the use of IT (information technology) (i.e., computer, laptop, smart phones, with the help of internet) for better marketing performance of the business organisation. And retailers are mixing their strategies to increase the demand of online consumers. The marketing manager of the organisation should understand the customer behaviour in order to make decision to purchase the online products or services. Online shopping allows customers to purchase faster than traditional shopping; more alternatives of products are available and customers can order products and services with comparative lower price of product. Consumer's attitude towards online shopping refers to consumers' psychological state in terms of making purchase decisions through online.

Online Shopping-

Online shopping is no doubt the future trend. Online shopping is still at the early stage of development in India. No doubt that the Internet has been influencing our lives deeply in which it plays an important, indispensable and irreplaceable role. On consumers' perspective, online shopping provides lowest and Transparent prices of the products, comprehensive assortment of goods and services and a much more convenient shopping alternative that has eliminated such traditional shopping inconveniences of squeezing through crowds, stuck in long queue at cashier counter, battling for parking spaces at a busy mall. On the other hand, retailers see it as a huge business opportunity to grab.

PURPOSE OF THE STUDY:

The main purpose of this research is to identify and analyse the factors that may influence consumer's attitude and behaviours towards shop online. Besides the factors influencing another purpose of the study is to analyse who are online shoppers in terms of demography.

RATIONALE OF THE STUDY:

Online shopping is far better than traditional shopping as everything to us at our door step just with availability of internet. This will help businesses in understanding variables that play a major role in influencing customer's attitude to buy online there by helping marketers in crafting strategies which drives consumers to prefer online shopping.

Earlier studies paid much attention on consumer's attitude towards online shopping in developed nations where internet penetration is high and consumers are highly evolved in it. Among these variables the risk perception of consumers was demonstrated to be the main discriminator between people who buying online and people who does not buying online. Other discriminating factors were control over and convenience of the shopping process affordability of merchandise, customer service and ease of use of the online shopping site. Consumer's attitude towards online shopping affects their buying decisions. However, in India where internet penetration is significantly low and consumers are not so evolved in this space. Hence a need for such as study is identified by the researcher to see how far these factors are relevant in India and how much they influence consumer's attitude to purchase a product or service through internet.

PROBLEM STATEMENT:

With increasing retail space rental and other operating cost, with declining sales and Financial constraints, retailers have no choice but urgently need to find alternative to Increase profit. Online store/ e-shop can be one of the attractive solutions. It is the fact that most business organisations use the Internet to cut marketing costs of the product and to improve competitiveness in the market. However, before venturing in it, it is important for retailers to understand clearly such opportunity of online shopping.

This study is designed to provide suggestions to E-marketers and E-sellers regarding the consumer's attitude towards online shopping. There are several questions that need to answer such as- How many consumers are ready to buy online? Which factors are influence consumers to buy online? What is the consumer's behaviour to take decision to purchase online? Therefore this study is undertaken to provide answers to above mentioned problems.

OBJECTIVES OF STUDY:

The major objectives of this study are as follows:-

1. To study the consumer's attitude towards online shopping based on consumers behaviour, beliefs and opinions.
2. To identify the factors influencing consumers' attitude to buy online.
3. To study the consumers' level of satisfaction with regard to online shopping.
4. To determine in which product categories people intend to spend more in case of online shopping.
5. To identify the things (quality, price and availability) which attracts consumer to buy online.
6. To study the problems faced by the consumer towards online shopping.
7. To study the impact of online shopping on physical stores.
8. To study the impact of after sales service on online consumers' attitude.

LIMITATION OF STUDY:

Almost every study has some limitations and so as in our research. One of the limitations in this study is time limit. At the same time cost is also another limitation in our study. Another, the sample size itself is relatively small. To accurately evaluate consumers' perceptions of online shopping on attitude, a larger sample size is desirable. Select a truly random sample is a limitation of the research &there are others factors that could have

influence the consumer's attitude towards online shopping but were not included. Another limitation is researcher mainly focused only on the study of 4 categories of products such as: Apparels & accessories, Electronic items, Books and Household products.

SCOPE OF STUDY:

Every research has some limitations & drawbacks. The research titled "A Study ofconsumers' attitude towards online shopping with special reference to Nanded District" has geographical & time limits. The proposed research deals with consumers online shopping attitudes. The geographical limits for present research are only of Nanded District. It is undertaken with a broad view of making an in-depth study of the consumers' attitude towards online shopping.

RESEARCH METHODOLOGY:

The present research is in the nature of empirical research. This research is in the nature of sample study. In this research, depending upon the nature of work to be carried out, it is decided to use Quota sampling technique to collect the data. Various different methods like questionnaires and observations have been used for collecting information related to research to online shopping between different gender, different demographic areas, in different types of age group etc. The design of a questionnaire which is chosen as the only enormous public and professionally. Researcher mainly focused on the study of 4 categories of products such as: Apparels & accessories, Electronic items, Books and Household products.

Sampling Plan and Design:

Sampling plan for the study is based on following aspects-

Sampling Method:

Depending upon the nature of work to be carried out, it is decided to use quota sampling technique to select the units from the universe for collecting the information.

Sources of Data Collection

Data are the base for each research, without data any research cannot be started. The study is based mainly on Primary data and supported by Secondary data.

1. **Primary data:** Primary data will be collected through self-administrated questionnaire, supported by personal interviews and discussion with the customers.
2. **Secondary data:** Apart from these main techniques, data for the study will be obtained through following Secondary data sources:

Research studies, books, journals, magazines, newspapers, online journals, articles web links etc.

Statistical tool for analysing data

Relevant statistical tools will be used for analysing data like mean, standard deviation, ANOVA, percentage and various methods of test etc. With the help of SPSS, Microsoft Excel etc.

IMPORTANCE OF THE STUDY:

Though there is automation and computerization, in every field because of Information Technology. Hence, E-commerce provides many of the important way to do business as well. Consumers' attitudes or behaviour towards online shopping are attracting substantial attention of the customers in research. There is also need to adopt the new technology to do business. In such businesses it is necessary to know the potential consumers & their attitude towards online buying of the products. In a fast developing future trend of information technology in India, online shopping become to be tool of forming a business in changing scenario.

HYPOTHESES OF THE STUDY:

Based on the objectives the following research hypotheses are framed:

Ho1: Whether the income level of the respondents have relation with the frequency of the purchase of the products through online mode.

Ho2: Whether the factors influencing consumers' online attitude significantly based on the groups of personal factors of the respondents.

Ho3: Whether there is impact of satisfaction with quality, price & availability of the products on the attitude of buying of the respondents.

Ho4: Whether the satisfaction level with quality, price & availability of products have relation with gender of online consumers.

Ho5: Whether online security has significant impact on the consumers' attitude to adopt online shopping.

Ho6: Whether the consumers' attitude towards online shopping have relation with after sales services.

CHAPTER SCHEME:

The present study will be divided into 6 chapters.

Chapter - 1: Introduction

Chapter - 2: Review of Literature

Chapter - 3: Research Methodology

Chapter - 4: Online Shopping: An Overview

Chapter - 5: Data Analysis & interpretation

Chapter - 6: Conclusions and Recommendations

Bibliography& Appendix

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